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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 21

THE POWER HOUR.

DOUBLE DARE

+

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Double Dare premiered in syndication on February 22 and became an instant powerhouse.

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Vol. 114 No. 12

Broadcasting Mar 21

TV networks see less than 2% revenue rise for '87...page 23.

Metzenbaum gives cable "60 days" to improve...page 24.

Ad agency billings reach $17.45 billion in '87...page 35.

OR ELSE □ Senator Howard Metzenbaum (D-Ohio) warns cable industry to do better job of "self-policing" or legislation may result. **PAGE 24.**

TEACH YOUR CHILDREN □ Representative Edward Markey (D-Mass.) says during Hill hearing that he is intent on passing legislation to increase educational and informational programing and decrease advertising aimed at children on broadcast TV. **PAGE 25.**

BOTTOM LINE □ Exclusive tabulations supplied to BROADCASTING show that ABC, CBS and NBC television networks collectively took in $6.8 billion in 1987. Overall, prime time, late night and sports sales are up. **PAGE 23.**

TOP OF THE FIFTH □ Top 50 Fifth Estate advertising agencies' billings were up 5.4% in 1987, with TV-radio-cable billings reaching $17.5 billion. Young & Rubicam was first for 10th consecutive year. BROADCASTING's annual list of top ad agencies and breakdown of their broadcasting billings begins on **PAGE 34.**

CBS'S LATEST HURDLE □ Challenge to license of CBS-owned WBBM-TV Chicago is first time FCC has designated for comparative renewal hearing license of any of three commercial broadcast networks. **PAGE 43.**

CHANGING TIDES □ At AAF meeting in Washington, Congressional representatives hint of new era of regulatory restraint. **PAGE 46.**

SEEING RED □ Actors Jimmy Stewart and Burt Lancaster join Hollywood directors on Capitol Hill in lobbying for protection from "desecration" of films by colorization and editing for television. **PAGE 49.**

NEW AGE DAWNING □ Coleman Research says it is time to take new age radio format seriously. **PAGE 55.**

DOUGAN LEGACY □ Although it was not easy five-and-half years, Ambassador Diana Lady Dougan says of her recently relinquished job as first head of State Department's Bureau for International Communications that it was a "wonderful intellectual challenge." **PAGE 63.**

MURPHY'S CALL □ Capital Cities/ABC Chairman and Chief Executive Officer Thomas Murphy says broadcasters should embrace new technological advancements such as HDTV, but warns against improvements incompatible with current broadcast standards. **PAGE 67.**

MAN IN THE MIDDLE □ Hughes Television Network President John Tagliaferro has found his niche in keeping the satellite services customer satisfied. **PAGE 87.**

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keting Society's pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 20-22—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

Open Mike

No foreign ownership

EDITOR: Joe Waz's March 7 "Monday Memo" expressing the opinion that foreign interests should be allowed to own more than 20% of American radio and TV stations was both shocking and thought provoking. Joe, like many who view today's media marketplace, seems to feel that broadcast properties are like pork bellies, simply to be bought and sold to the highest bidder regardless of nationality or interest.

Wall Street has promoted the same theory although still under the American banner, as we watch major U.S. properties being auctioned off as if they were mere balance sheet entrees. Deregulation has promoted a free marketplace mentality that has been both good and bad. From the good side, many lethargic old companies that were in some respects just taking up spectrum space have been replaced with younger, more aggressive firms ready to take their place in the history books. From the bad side, many investor types have infiltrated the broadcast ranks with only bottom-line interests in mind and literally destroyed great broadcast institutions with the stroke of a pen.

What the selling of newspapers, cable systems or book publishing houses has to do with this ownership argument is hard to visualize. None use the public's property or are licensed as is broadcasting. Where broadcasting is different is that broadcasters merely hold a license from the government to operate in the public interests, but do not own anything other than their equipment, perhaps some small amount of real estate and the obligations to continue each broadcast day.

I would not sell our system short by saying that foreign dollars would make broadcasting more responsive and competitive. I cannot accept the "freedom of the press belongs to those who own one" concept at all. The quid pro quo idea that if we let foreigners in our broadcasting system, they'll let us in theirs is a bit pie-in-the-sky.

What Joe perhaps does not comprehend is the thousands of broadcasters who expend their personal efforts, creativity and sweat to keep ours the best system on earth. Not just for the money, but in the belief that broadcasting provides a service as well as a good business opportunity. I question seriously if anyone who has ever stood behind a camera or microphone feels that broadcast licenses are mere commodities for international trade. What we have with Joes's commentary is the overbroad view of deregulation. What our American broadcasting system is in reality, is a healthy, viable system. While imperfect, it does not need to be turned into a for-the-highest-bidder commodity to be traded internationally. For some, at least, it is an interesting balance between business and a service—a goal far more worthy of protecting than economic diversity of ownership.—*Charles Giddens, managing partner, Media Venture Partners, Washington.*

Proper role

EDITOR: After reading BROADCASTING's Feb. 15 story about KCNC-TV Denver's news pilot crossing the line between observer and participant, I feel obligated to speak out in the defense of the pilot and the television station's news director.

First of all, we journalists are still human beings. We have a responsibility to our community and fellow human beings—especially when someone is in harm's way. The television news pilot witnessed the murder of an off-duty police officer by an armed robbery suspect and followed in his helicopter. The suspect lost the police in a high-speed pursuit, and the pilot then witnessed the suspect trying to commandeer another vehicle. When the suspect failed, he fired two shots at the automobile's occupants. The pilot witnessed the suspect take an elderly man hostage and order him into his pickup truck. As the hostage drove his truck from his home, the suspect hid on the floor. The pilot, unable to contact the police directly, saw the truck pass four police cars. The former military and sheriff's department pilot saw enough. He took action using the only thing available to him—his helicopter—and stopped the truck. Police officers saw the helicopter stop the vehicle and spotted the suspect. The police officers took over from there.

On Jan. 17, my cameraman and I used our news helicopter to rescue 54 people trapped at a seaside hotel during a flood in southern California. The fire department asked for our help, and we halted our news-gathering to help people in need. Not surprising, the very same people that complained about KCNC's pilot complained about us—the competition.—*Robert Tur, KNX(AM) Los Angeles.*

Cross referencers

EDITOR: For shame! Suggesting that reference librarians don't know how to have a good time ("Editorials", March 14).

We may be a bit short on glitz, but we are no strangers to hoopla. *Susan M. Hill, Ann L. Cardace and Karen G. Livesay, reference librarians, National Association of Broadcasters, Washington.*

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 21

Vol. 114 No. 12

TOP OF THE WEEK

EXCLUSIVE TABULATIONS

TV networks: Holding on to slender gains

Overall, prime time, late night and sports sales up; losses for daytime, news, children's dayparts

ABC, CBS and NBC television networks collectively took in $6.8 billion in 1987, a less than 2% increase over 1986. But the three-network net revenue from TV advertising time sales would have been even weaker, according to data supplied to BROADCASTING by accounting firm Arthur Young & Co., if not for a relatively good fourth quarter.

The fourth-quarter net time sales revenue was up more than 7% to $2.1 billion over the same period in 1986, with the strongest growth in late night, prime time and news, the unaudited figures show (see chart below).

Although individual results vary among the three networks, on a collective basis only prime time, late night and sports were up for the year, with losses registered for daytime, news and children's dayparts.

Last year, net time sales revenue was reported off in both the third and first quarters for the three broadcast networks together, with the tally edging up only slightly during the second quarter (BROADCASTING, June 1, Aug. 10 and Nov. 16, 1987).

Prime time, the largest daypart, accounting for half of the three networks' total sales, reported net revenue in 1987 up 5.5% to $3.4 billion, bolstered by a 9%-plus fourth-quarter increase to $958 million. The daypart had shown increases of nearly 7% in the third quarter, 4% in the second and 2% in the first.

The next largest revenue segment, sports, showed the strongest growth for the year of any of the categories, up nearly 9% to $1.2 billion. A fourth-quarter increase of 6% to $509 million in time sales added to the category's 21% second-quarter spurt. Time sales had been up 13% in the first quarter as well, although they dropped in the third quarter.

Daytime, the third largest daypart, was the bad news again this year. Off for three of the four quarters and dropping to $1.1 billion for 1987, daytime was down nearly 10% last year. Its only growth was in the fourth quarter, with a 2% increase over 1986 to $307 million in net revenue.

The category, off 3.6% in 1986 over from 1985, had decreases of 24% in the third quarter of 1987, almost 7% in the second quarter and nearly 13% in the first quarter of the year.

Also off heavily for the year were the three-network news sales, dropping nearly 6% to $686 million. News, although helped by a 8% jump in fourth-quarter net time sales, was otherwise down for the year, with 18% and 12% drops in the third and first quarters, respectively.

The children's daypart, smallest of the

Television network revenues: 1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programing							
1986	$19,865	$49	$0	$0	$1,237	$0	$21,151
1987	28,445	0	315	0	9,644	0	38,404
% increase (decrease)	43.19	(100)	0	0	679.63	0	81.57
All other gross revenues from time sales							
1986	3,759,750	341,666	1,395,998	170,027	1,310,766	855,183	7,833,390 *
1987	3,958,727	355,226	1,258,633	168,491	1,414,365	806,946	7,962,388 *
% increase (decrease)	5.29	3.97	(9.84)	(0.90)	7.90	(5.64)	1.65
Total gross revenues from time sales							
1986	3,779,615	341,715	1,395,998	170,027	1,312,003	855,183	7,854,541
1987	3,987,172	355,226	1,258,948	168,491	1,424,009	806,946	8,000,792
% increase (decrease)	5.49	3.95	(9.82)	(0.90)	8.54	(5.64)	1.86
Less advertising agency commission							
1986	565,741	52,185	207,976	25,488	196,133	126,085	1,173,609
1987	596,735	53,050	187,594	25,003	211,238	120,769	1,194,389
% increase (decrease)	5.48	1.66	(9.80)	(1.90)	7.70	(4.22)	1.77
Total net revenues from time sales							
1986	3,213,874	289,530	1,188,022	144,539	1,115,870	729,098	6,680,932
1987	3,390,437	302,176	1,071,354	143,488	1,212,771	686,177-	6,806,403
% increase (decrease)	5.49	4.37	(9.82)	(0.73)	8.68	(5.89)	1.88

Includes $68,053,000 in color insertion revenues for 1987 and $54,786,000 for 1986

six, was also down just slightly in 1987, registering a less than 1% decline for the year at $144 million. Fourth-quarter revenue was off less than 1% from last year, and although the category saw a 17% spurt in the first quarter, it suffered substantial declines in the second and third quarters. The daypart had been off about 10% in 1986 over 1985.

Late night again showed growth last year, although not quite at its 1986 level. For 1987, late night net time sales were up 4.3% to $302 million, with a 17% fourth-quarter increase to $90 million. The daypart was up roughly 3% in the first quarter, flat in the second and off about 3% in the third quarter.

Fourth-quarter revenues, Arthur Young said, were reported by two networks on a 13-week basis and by one on a 14-week basis, reflecting each network's fiscal reporting and books of account.

The figures also include color insertion revenue (the commercial integration charge for insertion into the national network) for 1987 of $68.053 million; for 1986, $54.786 million; for the fourth quarter, 1987, $20.713 million, and for fourth quarter, 1986, $11.170 million. □

Metzenbaum talks tough to cable

Senator, critical of cable's growing market power, holds hearing and says industry has 60 days to shape up or face restrictive legislation

Senate antitrust hearing

Senator Howard Metzenbaum (D-Ohio) issued a stern warning to the cable industry last week that it needs to do a better job of "self-policing." Cable has "60 days" to meet that challenge, Metzenbaum said, or he may seek legislative action. As chairman of the Senate antitrust subcommittee, Metzenbaum convened a hearing to explore what he feels is the growing anticompetitive behavior on the part of the cable industry toward broadcasters and some of the newer technologies (wireless cable and home satellite). Metzenbaum also is disturbed about increases in consumers' subscription rates, which he said, have "zoomed upwards," leading to, in some cases, a jump of "200%, 300% or even 400%."

Cable's developing market power seemed to be at the heart of the hearing. "I am extremely bothered by reports that the cable industry is freezing its potential competition out of the market by refusing to provide programing or by making programing available at artificially high prices," said the senator.

Metzenbaum clashed with the industry earlier when he fought provisions in the Cable Communications Policy Act of 1984 that greatly curtailed local municipal authority over cable, including the power to regulate rates. (Rate deregulation took effect last year.)

The National Cable Television Association commissioned its own rate study which, according to its president, James P. Mooney, shows "that while the average basic rate increased by 10.6% during the first six months of 1987, the average rate for premium services declined by 2.3% with the result that the average net subscriber bill increased by only 6.7%." Mooney said those findings are backed up by figures released by the Bureau of Labor Statistics that, he said, show "average net cable rates up by only 6.6% from 1986 to 1987."

At first, Metzenbaum said the hearing was "not a precursor to legislation" but was intended to "sound a warning" to cable that it has "grown powerful...and with that power there can be abuse." But as the testimony proceeded, it was clear the lawmaker still has second thoughts about the Cable Act. "Some of us feel we were had when we passed that bill," said Metzenbaum to Mooney and other industry witnesses. "I think some of us are ready to revisit this issue."

Metzenbaum

Mooney responded by telling the senator that cable is "sensitive" to his concerns. "We don't like to stonewall Congress and insist that all we do is fine. We try to be as flexible as we can," said the NCTA president, who also urged Metzenbaum to "keep in mind [that] we think we're putting something good on the table."

Just how many other senators share Metzenbaum's view is uncertain. Attendance at the hearing was sparse. Only Senators Strom Thurmond (R-S.C.) and Gordon Humphrey (R-N.H.) attended, and briefly. (Members were said to be drawn away by a competing subcommittee hearing and the Nicaraguan-Honduran situation.)

Cable critics contend that because of growing vertical integration within the industry, programers are under pressure from MSO's not to sell to wireless cable or home satellite in areas where they compete with cable. The driving force behind Metzenbaum's investigation is believed to be the wireless cable business, which has a strong presence in his home state.

Testifying on behalf of wireless cable was James Theroux, who runs MetroTEN Cablevision, a wireless cable operation in Cleveland. Also present was Mark Foster, chairman and chief executive officer of Microband Co., the country's largest wireless cable operator. Both Foster and Theroux told of difficulties they have encountered with cable programers, many of whom refuse to do business with them.

"These impediments to competition consist of refusals to deal by satellite programers such as HBO, Showtime, Disney, USA Network, and many others. These programing services are to cable what milk, eggs, and bread are to a grocery store," said Theroux, adding: "Without milk and eggs, no competitor to cable will have a chance of surviving in the retail marketplace."

Wireless cable operators can use up to 33 microwave channels—10 allotted to multipoint distribution service (MDS), 20 to the instructional television fixed service (ITFS) and three to the operational fixed service (OFS)—in each market to broadcast multiple channels of programing to paying subscribers. To receive signals, the subscribers have to be equipped with antennas (which, often look like concave oven or barbeque grills), downconverters and cable-like converters/descramblers.

It has been noted by industry sources that Metzenbaum's interest in cable issues may have something to do with his bid for reelection. There were other witnesses from Ohio, including Wendell Triplett of WWAT-TV Chillicothe; Milton Maltz, Malrite Communications Group of Cleveland, and George Kocian with the Home Satellite Television Association, Tiverton.

Like Kocian, Thomas Burke, represent-

BROADCASTING's top 50 advertising agencies

(All figures are in millions)

Agency	Broadcast/cable Billings	Combined Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast Percentage agency's Total billings	% change from 1986	Last Year's rank
1 Young & Rubicam	1,798	1,624	1,086	538	123	38	85	51	70	+12.5%	1
2 Saatchi & Saatchi DFS	1,160	1,100	697.2	372.7	61.6	17.0	4.6	31.1	77.5	-1.7%	—
3 Leo Burnett	1,120	1070	825	245	30	10	20	20	71	+19%	4
4 J. Walter Thompson	962.7	874.9	517.3	357.6	87.8	27.2	60.6	—	59%	-21	2
5 BBDO	885.1	763.8	376.3	387.5	121.3	36.4	84.9	25.2	58.2	-7%	3
6 D'Arcy Masius Benton & Bowles	857	759	465	294	77	24	53	21	64	+3%	5
7 Backer Spielvogel Bates	819.5	751.2	580.3	170.9	56.9	11.8	45.1	11.4	83.3	+15.2%	—
8 Foote, Cone & Belding	810	702	354	348	74	5	69	34	58.8	+21%	7
9 Ogilvy & Mather	756	650	450	200	81	45	36	25	71	+9.7	8
10 Grey Advertising	677.2	604.9	384.6	220.3	44.3	3.3	41.0	28.0	52.0	+19.9	10
11 Lintas:USA	671.0	582.0	436.0	146.0	72.0	15.0	57.0	17.0	55.0	+7.5	—
12 DDB Needham	616.4	563.9	352.3	211.6	52.0	—	—	0.5	50.7	-4.1	9
13 McCann-Erickson	591.8	509.1	320.4	188.7	65.9	1.0	64.9	16.8	58.0	+15.5	11
14 NW Ayer	436.4	386.4	292.9	93.5	37.0	17.0	20.0	13.0	55.0	+13.0	15
15 Bozell, Jacobs, Kenyon & Eckhardt	438.0	321.5	165.8	155.7	97.8	12.5	85.3	18.7	38.1	+6.0	13
16 Advanswers	280.5	265	180	85	10	—	10	5	80	—	19
17 Wells Rich Greene	255.8	231.3	168.6	62.6	24.3	7	17.2	2	59.1	+11	21
18 Campbell Mithun	234.6	208.6	47.9	160.7	24.3	2.4	21.9	1.7	55	+5	22
19 Jordan, McGrath, Case & Taylor	223	203	142	51	20	12	8	10	80	+27	29
20 Tracy Locke	218.1	160.7	35.2	143.5	35.4	3.5	31.9	2	84	+4	24
21 William Esty Co.	208	192	134	58	15	4	11	1	65	-37	18
22 Ketchum Communications	203.4	167.9	62.9	105	30.3	13.3	17	5.2	33.4	+6.9	26
23 Della Femina, Travisano & Partners	190	168.5	71.8	96.7	19.6	1.7	17.9	1.9	65	8.7	30
24 McCaffrey & McCall	184.1	145.5	95	50.5	32.7	—	32.7	5.9	62	+201	48
25 Laurence Charles Free & Lawson	183	144	68	76	25	14	2	23	61	+92.4	40
26 Admarketing	175	161	0.5	160.5	14	—	14	—	87	+8	31
27 Ally Gargano/MCA	171	159.2	76.5	82.7	4.8	—	4.8	7	54	-2.8	28
28 Lowe Marschalk*	151.5	144.4	96.2	48.2	7.1	—	7.1	—	50	-18.2	27
29 W.B. Doner*	145.8	104.3	12.6	91.7	38.5	—	38.5	3	59	+13	34
30 Chiat/Day Inc. Advertising	143.5	129.4	52.7	76.7	14.4	—	—	—	60	4.7	33
31 Hal Riney & Partners	135	130	80	50	4	1	3	1	70	—	—
32 Levine, Huntley, Schmidt	132.2	115.7	60.8	54.9	12.3	12.3	—	4.2	72.6	+44.1	46
33 Scali, McCabe, Sloves	129	117	75	42	12	5	10.5	—	62	-32.9	25
34 Dailey & Associates	127	115	80	35	12	—	12	4	85	10.4	37
34 HBM/Creamer†	127	62.3	31.7	28.2	6.7	—	6.7	2.4	71	-14.3	32
36 AC&R/DHB&Bess Advertising	122.8	113.1	29.7	83.4	9.7	—	9.7	—	39.6	—	—
37 Griffin Bacal	121.3	119.3	27	92.3	—	—	—	2	75.6	+5.2	36
38 Tatham-Laird & Kudner	106.9	89	59.4	29.6	12	7.2	4.8	5.9	44.2	+5.2	39
39 Ammirati & Puris	102	97	56	41	2	5	—	2	67	+66	47
40 Warwick Advertising	101.6	91	71	20	5.6	2.8	2.8	5	73	35.1	48
41 Davis, Johnson, Mogul & Columbatto	100.8	76.4	0	76.4	23.9	0	23.9	55	75%	—	
42 The Bloom Companies	97.5	68.8	22.6	47.2	27.7	3	24.3	1	80	-5.9	38
43 Lord, Geller, Federico, Einstein	89.5	78.5	73.7	4.8	10.1	6.9	3.2	0.9	50%	+1.0	41
44 Kornhauser & Calene	83	74	62	12	3	1	2	6	70	-3	42
45 TBWA Advertising	71.3	59.9	7.6	52.3	10.1	—	10.1	1.3	56	—	—
46 Rosenfeld, Sirowitz, Humphrey & Strauss	68	65	35	30	2	—	2	1	70	-2	44
47 Ingalls, Quinn & Johnson	64.8	55.2	13.1	42.1	8.6	—	8.6	1	48	—	—
48 Earle Palmer Brown	59.5	46	1	45	13	—	13	5	24	+32	50
49 Evans Communications	48.1	32.8	—	32.8	15.3	—	15.3	—	58	1	—
50 HCM/USA	47.4	36.9	17.2	19.3	10.5	2.8	7.6	—	30	-1	49

* Asterisk indicates agency billing figures are estimates.
— Dash indicates no billings reported for that category.
† HBM Creamer's total broadcast/cable billings are for all offices; broken out figures provided were for Boston and Hartford, Conn. offices only.

Top 50 Fifth Estate ad agencies: billings up in '87

Between agency mergers, the largest account switch in agency history, the debut of the peoplemeter and the Oct. 19 stock market plunge, 1987 will go down as a year of big changes in the advertising business. Nonetheless, U.S. broadcast/cable billings among the top 50 advertising agencies continued to grow, according to BROADCASTING's 36th annual survey.

For 1987, those television-radio-cable billings amounted to $17.45 billion, up 5.7% from 1986, when they totaled $16.5 billion. Of that $17.45 billion, television billings were up 6.2% from $14.59 billion in 1986 to $15.5 billion in 1987; radio billings were up 4.6% from $1.6 billion in 1986 to $1.57 billion in 1987; cable billings were up 8% from $386 million in 1986 to $417.35 million in 1987.

The top spot in broadcast billings went to Young & Rubicam for the 10th straight year, as it posted growth of 12.5% in broadcast-cable billings, compared to last year's 5.4% single-digit growth over 1985, coming in at $1.798 billion in this year's survey.

As private company Y&R was finishing its year, a spate of mergers among publicly traded agencies again threatened to keep stationer's busy staying abreast of name changes. It was that merger activity and the largest account switch in history that gave BROADCASTING's "Top 50" a new number two this year.

The former perennial second place finisher, J. Walter Thompson, fell to fourth place in 1987 because of the defection of Burger King's $200 million in business. Winning the Burger King account was NW Ayer, newly merged with Cunningham & Walsh.

Replacing JWT behind Y&R is Saatchi & Saatchi DFS ($638 million behind Y&R, versus the $388 JWT trailed the leader by in the 1986 survey). Saatchi & Saatchi DFS, the product of a merger of Saatchi & Saatchi and DFS Dorland, billed $1.251 billion in 1987.

If one combined the billings of the various top 50 agencies purchased by the industry's largest holding company (London-based Saatchi & Saatchi PLC) in 1987, the total would come to $2.84 billion, outdistancing Y&R's $1.798 billion by $810.2 million. Top 50 agencies owned by Saatchi & Saatchi PLC include Saatchi & Saatchi DFS, Backer Spielvogel Bates, and its subsidiaries Campbell-Mithun, AC&R/DHB&Bess Advertising Inc. and Cobbs & Brady.

Another agency merger in 1987 created Lintas:USA, the combination of SSC&B and Campbell Ewald, which posted Fifth Estate billings of $671 million in 1987.

Billings figures for companies newly merged since last year's survey are compared to the sum of the 1986 figures for the companies involved.

Of the merger activity that has hit the advertising industry over the past several years, Gary M. Susnjara, chairman and co-chief executive officer at Saatchi & Saatchi DFS, said things could be "settling down a bit now. Most of the mergers are done." Now, he said, large agencies will be "filling in the holes" in their subsidiary structures with consulting groups.

At left is a ranking of the top 50 broadcasting-cable advertising agencies in terms of domestic billings. Below is an alphabetical listing of those agencies. For the most part, billings figures were obtained directly from the agencies. Where that was not possible, estimates from other sources were used.

AC&R/DHB&Bess Advertising

Saatchi & Saatchi DFS subsidiary AC&R/DHB&Bess Advertising had broadcast billings totaling $122.82 million in 1987. Broadcast/cable billings accounted for 39.6% of the agency's total billings, roughly $300 million. The bulk of the broadcast/cable money, $113.1 million, was in television, with most of that spent on spot ($83.4 million). Radio buys came to $9.675 million while cable spending was not available. Major clients for AC&R include Seiko, Estee Lauder, Tri-Star Pictures and Paramount Pictures.

Admarketing

Spot TV billings for the Los Angeles-based Admarketing Inc., which account for most of its total billings, were up more than $13 million last year over 1986. Network TV billings were off slightly over the previous year, while radio was up $1 million. Major accounts added were, for spot TV and spot radio, HomeClub, MGM Grand Air and Superior Brands, and for spot TV, both SelecTV and Level Care Products. Other major accounts include Aqua Chem Products, Circuit City, Standard Shoes and C&R Clothiers. Accounts resigned included Jenny Craig Weight Loss Centers, Standard Brands Paints and Air Cal.

Advanswers Media/Programing

Total broadcast and cable billings for Advanswers came to $280.5 million in 1987, about flat with the previous year's total of $280 million. Total television billings for the agency in 1987 were $265 million ($180 million network and $85 million spot), and radio billings came to $10 million (all spot). Cable billings totaled $5.5 million. Accounts added by Advanswers last year included Ralston Purina, Airwick Industries, Monsanto, Bissell Inc., Durkee French Foods and The Digits Co. The agency said that it did not resign from any accounts in 1987.

Ally Gargano

Ally Gargano's TV network billings were up $3.6 million over 1986, offset by a drop in TV spot billings. Radio spot and cable TV billings were both off from the previous year. Major new accounts added during 1987 included Showtime and The Movie Channel; Cadbury Schweppess Motts apple juice, apple products; Rose's lime juice and Hallard House; Fieldcrest Mills' Sanford-Bigelow Carpets; Heinz's Weight Watchers yogurt; Pfizer's Ben Gay; Tambrands' Le Bain; Harley Davidson cigarettes; and Andrew Jergens' Vitamin E and Lanolin soap. Other accounts include Dunkin' Donuts, Bryan Foods, Ralston Purina, Oral Research and Bank of New York. Major accounts resigned include Federal Express, Ciba Geigy's Acutrim and Strohs Brewery.

Ammirati & Puris

Ammirati & Puris reports total radio and TV billings of $102 million for 1987 with most allocated to network ($56 million) and spot ($41 million) TV. Radio totaled $2 million and cable came in with $5 million, up from $2.8 million in 1986. Club Med returned to the agency and Brown Forman, a liquor importer, was also picked up. RCA, which is expected to add an additional $10 million to $20 million, came aboard too late to be included in 1987's figures. Other major accounts at Ammirati & Puris include BMW, UPS, Cadbury Schweppes, Chiquita fresh fruit and Grolsch.

NW Ayer

Combined broadcast-cable billings for NW Ayer in 1987 are up 13% over 1986 to $436.4 million. Total television billings were up 19.5% to $386 million (network was $292.9 million and spot totaled $93.5 million), while overall radio billings slipped from $42 million to $37 million (network captured $17 million and spot reached $20 million). Cable expenditures, meanwhile, rose from $8.2 million to $13 million.

Major accounts added in 1987 include Burger King USA, Dunlop Slazenger sporting goods, Gillette Right Guard, Toni home permanent, Silkience hair products, Procter & Gamble (Citrus Hill Plus Calcium and Citrus Hill Lite) and Chuckles Candy. Among the accounts that left the agency last year are U.S. Army, Club Med, duPont Industrial, Bahamas Tourism, American Home Products and the Rice Council.

Backer Spielvogel Bates

Total broadcast-cable spending for Backer Spielvogel Bates, the result of the merger of Ted Bates with Backer Spielvogel last fall, came to $819.5 million. That is up 15.2% from the combined 1986 domestic broadcast-cable billings of Ted Bates and Backer Spielvogel. Of the $819.5 million, $751.2 million went to television while $56.9 million was placed through radio. Cable accounted for $11.8 million.

Among the major accounts added at

Backer Spielvogel Bates during the past year are Castle & Cook (Dole), U.S. Mint, British Airways, CBS/Broadcast Group, Northrop Corp. and Wendy's International. Major accounts resigned include AFA Service Corp. (Arby's), Paddington Corp. (J&B scotch), Panasonic, U.S. Navy, Continental Baking, Maybelline and DHL Worldwide Courier.

BBDO

BBDO fell from third place in 1986 to fifth place in 1987. And as the agency's broadcast-cable billings fell 7% (from $951 million in 1986 to $885.1 million in 1987, a drop of $65.9 million), so too did the percentage of broadcast-cable billings fall within the agency's overall media mix. In 1986 BBDO reported that 72% of its overall billings were in broadcast/cable, but in 1987 that percentage fell to 58.2%. Among broadcast media, television billings were off $54.2 million from 1986, and cable billings fell $3.8 million from $29 million in 1986 to $25.2 million in 1987. Meanwhile, radio billings rose from $104 million in 1986 to $121.5 million in 1987. Major accounts resigned at BBDO were Jacqueline Cochran and GE Consumer Electric. Accounts added included the U.S. Navy, Pizza Hut, Slice (Pepsico), Oppenheimer and Oral B 40. Major continuing accounts at BBDO include Apple, Pepsi-Cola, General Electric, Dodge, Campbell Soup, Gillette and Wrigley.

Bloom Companies

The Dallas-based Bloom Companies, which reported no cable billings in the past, bought $1 million-worth of cable time in 1987. Total billings came to $97.5 million with radio cashing in at $27.7 million and TV at $68.8 million. Major accounts added by The Bloom Companies include Church's fried chicken, Dallas convention and visitors bureau and Carnation. Other major accounts are Sandoz, Pentax, Alfa Romeo and Sterling Optical in Bloom's New York bureau, and Nestle, Maybelline, Block, Anheuser-Busch, Campbell Taggart bakery division and Skaggs in Dallas. Major accounts that resigned were Zale jewelry, Del Taco and Seven Seas salad dressing and Chiffon margarine.

Bozell, Jacobs, Kenyon & Eckhardt

The agency rose 6% in combined broadcast-cable billings in 1987 over the previous year to $438 million. Of that combined figure, $321.5 million went to television, $97.8 million for radio and $18.7 million for cable. For television, $165.8 million was channeled through network and $155.7 million through spot. For radio, $83.3 million went to spot and the remainder to network.

Among the accounts gained last year are ABC News, Firestone Tire & Rubber, Blue Chip Electronics, Clarion Corp., Armour canned meats, Dial Corp. for Tone soap, Florida State lottery, and Lawn Boy. Accounts dropped include Ocean Spray cranberries, DeLaurentiis Group, B. Dalton Bookseller and Decker Foods.

Leo Burnett USA

Chicago-based Leo Burnett U.S.A. saw its billings soar $180 million (19%) in 1987 to $1.120 billion, to keep it fourth in billings. In 1986 Burnett had broadcast-cable billings of $940 million. Television was responsible for $175 million of that rise, as radio stayed at $30 million, and cable went from $15 million to $20 million. Major Burnett accounts are Allstate, Beatrice, Heinz, Keebler, Kellogg's, Kraft, McDonald's, M&M/Mars, Oldsmobile, Procter & Gamble, Pillsbury, RCA, Salada, Mrs. Smith's pies, Seven Up, Starkist, United Airlines, Union Carbide, Union Oil, Whitney's yogurt and Richardson-Vicks.

Campbell-Mithun

Total broadcast and cable billings for Campbell-Mithun came to $234.6 million in 1987, up $11 million (5%) from the previous year. The agency accumulated $208.6 million in television billings ($47.9 million in network and $160.7, million in spot), and $24.3 million in radio billings ($2.4 million network and $21.9 million spot). Cable billings totaled $1.7 million. Accounts added included Dayton Hudson, National Pork Producers, 3M, Kroeger, General Mills and Contol Data. Accounts lost included North American Plant Breeders, Poly-Tech Inc., Computer Depot, Kohler Co., Quaker Oats, Ashley's, A.C. Material Handling and Eaton Corp.

Chiat/Day

Chiat/Day reported 5% higher TV and radio billings in 1987. New accounts included Nissan, for $150 million in annual billings, but the agency resigned the Porsche account because of the resulting conflict of interest. Chiat/Day also lost Pizza Hut to BBDO. Other major accounts include NYNEX, Sara Lee, National Car Rental, Quaker Oats and Reebok.

Dailey & Associates

Broadcast billings at Dailey & Associates climbed to $127 million in 1987, from $115.1 million in 1986, an increase of 10.4%. The jump in broadcast television billings ($115 million in 1987 from $96.0 million in 1986) accounted for the increase. Cable television billings remained at $4 million, and radio billings dropped to $12 million in 1987 from $15 million in 1986. New accounts for Dailey this year included Honda scooters, the California lottery, Beatrice/Hunt-Wesson (Swiss Miss and La Choy brands) and Carnation specialty foods. Six of Dailey's seven major accounts bought network television time; those major accounts include Honda motorcycles, scooters and power equipment, Teleflora, Beatrice Foods, Armor All, Carnation, Great Western Bank and Ford Dealers of Southern California.

D'Arcy Masius Benton & Bowles

Broadcast/cable billings at DMB&B rose 3% in 1987 to $857 million compared to the $833 million the company handled in 1986. Television accounted for $759 million, rising from $707 million in 1986; radio accounted for $77 million, falling from $104 million, and cable accounted for $21 million, falling slightly from 1986's $22 million. Overall spending at DMB&B on broadcast-cable was down slightly from 1986, when it accounted for 69% of the agency's billings, to 64% of overall billings in 1987. Clients gained by the agency in 1987 included GM's incentive program, the American Dairy Association's butter account, a variety of Anheuser-Busch accounts including Saratoga and A'Sante brands bottled waters and the National Automated Clearing House Association's banking direct deposit account. Accounts lost include Budget Rent-A-Car, ShopKo, WBBM-TV Chicago, The National Dairy Board, MCI and Pitney Bowes. Among DMB&B's existing major accounts are Dow Chemical, FTD, General Foods, General Motors, Procter & Gamble, Richardson-Vicks, Whirlpool and M&M/Mars.

Davis, Johnson, Mogul & Columbatto

New to BROADCASTING's top-50 agency list, DJM&C reported combined broadcast and cable billings in 1987 of about $100.8 million. That figure represents about 75% of the agency's 1987 domestic billing total of $134,220,551. The Los Angeles-based agency did all of its television and radio business in the spot market, with television billings amounting to slightly more than $76.3 million, and radio billings coming to almost $24 million. The agency's cable billings came to $550,000. New accounts last year included Millers Outpost, Krauses Sofa Factory, *Orange County* [Calif.] *Register*, All American Sports Club, Chihuahua beer, and the Tahiti tourist promotion board. The agency reported one account resigned—Mid-Atlantic Toyota Dealers Association. Major continuing accounts include: McDonald's (California, Oregon, and Washington), Ralph's Grocery Stores, Glendale Federal Savings, Knots Berry Farm, U.S. Borax, Chief Auto Parts, and Toyota Dealers of Southern California. The agency also handles KGO-TV San Francisco, and KABC-TV and KWFB(AM) both Los Angeles.

DDB Needham Worldwide

Combined broadcast-cable billings for DDB Needham in 1987 dipped 4.1% from its 1986 level to $616.4 million. Television spending accounted for $563.9 million of the total while radio reached $52 million and cable came to $464,000.

Accounts and new assignments added in 1987 include Discover Card, Maybelline USA, National Dairy promotion and research board, Frito-Lay, General Mills, Ralston-Purina (the last three for new product lines),NEC Home Electronics USA, and GTE Spacenet.

Among those accounts lost or resigned last year are Sea World, GTE Communication System, Liz Claiborne and Capital

Cities/ABC's WROX(FM) and WJLA-TV, both Washington.

Della Femina, Travisano & Partners Inc.

Della Femina, Travisano & Partners Inc. was up more than $15 million in broadcast billings to $190 million in 1987 (8.7%), thanks to new accounts including Fairfax Publications' *Ms.*, *Sassy* and *Self* magazines and Squirtco. Brands added to existing accounts included the Texas commercial banking division to the Chemical Bank account, Zip-Pack to Dow and Dr. Scholl's products to Schering-Plough. Della Femina spread the new money evenly across television, radio and cable.

W.B. Doner

Billings at W.B. Doner were up by approximately 14% over 1986 with projections for combined radio and TV spending at $145.8 million for 1987. Cable accounted for $3 million of that total. TV network spending is estimated at $12.6 million, TV spot at $91.7 million and radio spot at $38.5 million. W.B. Doner bought no radio network time in 1987. Accounts added include BP Oil International Ltd., IMS Pet Food, Greater Michigan Ford Dealers, Arby's and Budget Rent a Car. Accounts that resigned during the year were Little Caesar Enterprises (pizza) and Philips Home Products.

Earle Palmer Brown

Earle Palmer Brown increased its broadcast billings in 1987 by $15 million over 1986. Most of that increase came from spot TV, which rose 77% to $45 million. Total agency billing is $250 million, of which 59.5% is broadcast related. Accounts added by Earle Palmer Brown during the year include U.S. Air, Pacific Southwest airlines and Elm Services (medical services marketing company). Other major accounts are Roy Rogers, Bob's Big Boy and Safeway.

William Esty Co.

Total broadcast and cable billings for Esty came to $208 million in 1987, off almost 37% from the previous year's $329 million. The company reported losing several major accounts last year, including Mastercard International, Nissan Motor Corp., Chesebrough Pond's and Genesee. The agency's television billings last year totaled $192 million ($134 million network, $58 million spot) and its radio billings came to $15 million ($4 million network, $11 million spot). Esty reported $1 million in cable billings and one major account gained last year—Brown & Williamson.

Evans Communications

Salt Lake City's Evans Communications had broadcast/cable billings of $48.1 million in 1987. That money was divided between spot television ($32.8 million) and spot radio ($15.3 million). Evans spent 48% of its clients' money on broadcast advertising. Those clients include Evans and Sutherland Computer Corp, the Deseret News and Aristech Chemical Corp.

Foote, Cone & Belding

Broadcast/cable billings at Foote, Cone & Belding rose $111 million, or 7%, in 1987 (from 1986's $699 million to $810 million). In 1986, broadcast/cable amounted to 81% of FCB's overall media mix, but in 1987 that percentage decreased to 58.8%. Television was up from $618 million to $702 million, radio from $61 million to $72 million, and cable was up from $20 million to $34 million. Fueling that growth was the acquisition of accounts including Beecham Cosmetics, Corbin Ltd., Holland America Line-Westours, Mary Kay Cosmetics and MCA Universal Studios. Accounts resigned included Carnation, Doubleday Literary Guild, Harris Corp., Radisson, *Self* magazine and Supercuts.

Grey Advertising

Broadcast-cable spending for Grey in 1987 increased by 19.9% to $677.2 million. Total TV billings came to $604.9 million; radio, $44.3 million, and cable, $28 million. Of the overall television expenditures placed by Grey, $384.6 million went through network television while $220.3 million were channeled through spot. The bulk of the radio dollars went into national spot ($41 million) with the remainder for network ($3.3 million). Cable billings accounted for $28 million.

Key accounts and new assignments added during the year include Corning Glass Works, Kohler Co., the Sugar Association, Thompson Medical, Kraft Refrigerated Products, Lucky stores, Merle Norman Cosmetics, Seagrams Classics Wine, Borden for its Pasta Group, Continental Baking for Home Pride breads and Stroh's Brewery for Schaeffer beer and White Mountain Cooler.

Accounts resigned in 1987 include Holly Farms, Bristol-Myers for Ban deodorant, Procter & Gamble for Duncan Hines cookies, Timex, Toys 'R' Us, Venture Stores and Church's fried chicken.

Griffin Bacal Inc.

Griffin Bacal Inc. appears in the top 50 for the second year with combined broadcast and cable billings of more than $121 million—up 5% from 1986. Network television and cable spending showed little change; however, TV spot billing jumped from $84.3 million to $92.3 million in 1987. Griffin Bacal purchased no radio time this year. New accounts include Commodore Business Machines Inc., with billings of $2.3 million, and Stride Rite Corp., with billings of $900,000. Other major accounts include Hasbro, Playskool and Milton Bradley, all active in games and toys. No accounts have been resigned.

HBM/Creamer

HBM/Creamer's total broadcast/cable billings of $127 million in 1987 included $69 million from the Boston and Hartford offices, plus total radio/TV billings of $55.5 million from Chicago and $2.5 million from Pittsburgh branch offices. Figures in table on page 34 are for Boston and Hartford only. Major accounts include Parker Brothers, CVS, Molson Light, Titleist, Foot Joy, Kinney and Stanley and Allied, both with Olympics sponsorships.

HCM USA

As a result of its voluminous international business, HCM USA's domestic billings accounted for only 30% of its total spending in 1987. Of total radio and TV billings of $47,385,000, radio accounted for $10,472,000 and TV for $36,913,000. HCM bought no cable time in 1987. Accounts acquired in 1987 by HCM's Los Angeles office are Suzuki, Community Dental Center and Hertz Car Sales, while the New York office captured Colgate-Palmolive, Absorba (infant clothing), Alfred University, Jim Beam (Gilby gin and vodka, Old Grandad bourbon), Westin Hotels (St. Francis, Arizona Biltmore) and All American Gourmet. Accounts resigned: Singer, Blue Cross/Blue Shield, Spiegel, R.T. French, Clarion, Inland Health Plan, Targeted marketing, National Education Corp. and Security Pacific Bank.

Ingalls, Quinn & Johnson

Ingalls, Quinn & Johnson debuts in the BROADCASTING "Top 50" with $65.8 million in broadcast billings, representing slightly less than half of the Omnicom subsidiary's total billing. Major broadcast clients for the Boston-based agency include the women's clothing store T.J. Maxx, Ocean Spray, New England Nissan dealers, Honeywell Bull and the William Carter Co.

Jordan, McGrath, Case & Taylor

Jordan, McGrath, Case & Taylor reported a $74-million increase in TV network and TV spot billings over 1986, although both radio and cable TV registered slight declines. New accounts for the agency included Quaker Oats Cereals, American Home Products and Sega Video Games. Its major accounts are Nestle, Aetna Life Insurance, Norcliss Thayer (Tums, Avail and Oxy), Tonka toys, Block Drug and Procter & Gamble.

Ketchum Communications

Ketchum Communications Inc. made up for a $14-million falling off in TV spot billings from 1986 with an equivalent gain in TV network billings last year, staying close to its 1986 broadcast TV billings total. The Pittsburgh-based agency also had $4 million in new cable TV billings for the year, although radio was off nearly $7 million from 1986. Among Ketchum's major accounts are Acura (with both network TV participations and sponsorships and spot TV), Beatrice/Hunt-Wesson (network and spot TV), Beef Industry Council (network and spot TV and network and spot radio), Bell Atlantic (spot TV), Pizza Hut (spot TV),

Safeway (spot TV) and Schering (network TV and network and spot radio).

Kornhauser & Calene

Broadcast-cable billings at Kornhauser & Calene Inc. fell $2 million (3%) in 1987 from 1986. Among broadcast categories television was off $5 million from 1986's figures to $74 million in 1987. That loss in television was all in network billings. Radio billings were again $3 million, while cable doubled in size from $3 million in 1986 to $6 million in 1987. New broadcast clients for the agency included Palmolive Laboratories. Returning broadcast/cable clients are American Home Products, Church & White (Arm & Hammer baking soda) and National Westminster Bank USA.

Laurence, Charles, Free & Lawson

Laurence, Charles, Free & Lawson increased their billing by 93% in 1987. Total radio, TV and cable billings grew to $183 million—$87.9 million higher than in 1986. TV network spending grew by approximately 96%, while TV spot increased 55%. On the radio side, network expenditures remained stable while spot billing rose by 220%. This spending comprised 61% of domestic billings by the company. Major accounts added: Ban, McDonald's Corp., Rockford, Thompson Medical Co., and Air France.

Levine Huntley Schmidt

Levine Huntley Schmidt increased its billings by more than $41 million dollars in 1987. Combined spending for broadcasting-cable came in at approximately $131 million with TV accounting for $115 million, radio $12 million and cable $4 million. Several accounts resigned during the year (Knoll furniture, Management Science America and Whataburger), however, the agency gained (Beneficial Corp., Oscar Meyer, Genesee Brewing Co., U.S. Health Care and Panasonic), more than it lost. Other major accounts at Levine are Suburu America (approximately eight distributors) and Citizen Watch.

Lintas: USA

Broadcast-cable domestic billings for Lintas: USA (the result of the October 1987 merger of SSC&B and Campbell-Ewald) last year reached $671 million, up 7.5% over the combined broadcast-cable billings of SSC&B and Campbell-Ewald for 1986 (BROADCASTING, Feb. 16, 1987).

Total television spending accounted for $582 million. Of that figure, $436 million went through network and $146 million through spot. Overall radio billings totaled $72 million, the majority of which ($57 million) was targeted for spot. And another $17 million was channeled through cable.

Major accounts added during 1987 include Mastercard International, Carnation Fancy Feast and Chevrolet. Accounts resigned include Mennen, National Car Rental and Tenneco.

Lord, Geller, Federico, Einstein

The big news for LGFE in 1987 was that it regained the account for *The New Yorker* after a year's absence. Prior to that, the agency had had the account for 15 years. In addition to the magazine, the agency picked up Loehmann's, Prince tennis equipment and the *Wall Street Journal Report* last year. Accounts resigned were Northrop Corp. Lord, Geller continues to handle IBM, Dean Witter, Anne Klein II, WNBC-TV New York, Capital Markets, Fuji, Contel and Schieffelin & Co.

Total broadcast billings increased slightly in 1987, from $88.5 million to $89.5 million, with the biggest rise in network television, from $64.2 million to $73.3 million. Network radio billings increased from $3.2 million to $6.9 million spurring a total radio billings increase from $6.5 million to $10.1 million.

Lowe Marschalk

Lowe Marschalk dropped approximately $30 million in broadcast billings from 1986, primary out of the network TV category, which declined from 1986's $126.4 million to an estimated $96.2 million in 1987. Major accounts added during the year (which brought in an additional estimated $70 million in billings), included The Mennen Co. and Antonovich, with additional assignments from Xerox, Johnson & Johnson, Strohs Brewery and Citibank. Major accounts resigned include Chesebrough Ponds, Gillette, Bob Evans Farms and Royal Viking, accounting for $16 million lost in actual billings (worth $30 million on an annual basis).

McCaffrey & McCall

Total broadcast billings at McCaffrey & McCall took a major leap in 1987, more than doubling 1986's figure of $61 million, to a new high of $184,140,000. Five new accounts were picked up: Ciba Vision (contact lenses), Ricoh copiers, *Highlights for Children* (magazine), Royal Oak charcoal and Western Union. Hiram Walker, a distillery, resigned. Combined network and spot TV spending jumped from $47.5 million to more than $145 million while radio went from $11 million to more than $32 million. Almost $6 million was allocated to cable. Heavy spenders at McCaffrey & McCall include Mercedes Benz, Burroughs-Wellcome Co. (Actifed and Sudafed), New York State lottery and Baccardi Imports Inc.

McCann-Erickson

Broadcast-cable expenditures for McCann-Erickson for 1987 amounted to $591.8 million, up 15.5% from its 1986 projected spending level. Of the total figure, broadcast television accounted for $509.1 million ($320.4 million for network and $188.7 million for spot); $65.9 million for radio ($1 million for network and $64.9 million for spot) and $16.8 million for cable.

Among the new accounts and assignments gained by the agency in 1987 include Cheseborough-Pond's (six products); American Home Products (eight products); United Merchants for Etienne Aigner and Village Apparel; General Motors for Lotus sports cars and medium duty trucks; and Exxon for debit cards and covenience stores. Assignments lost include Haagen Dazs ice cream; Dunlop sporting goods; and Pacific Coca-Cola Bottlers.

Ogilvy & Mather

Ogilvy & Mather saw broadcast/cable billings rise almost 10% in 1987, up $67.1 million from 1986. O&M's media mix remained at 71% of broadcast/cable and 29% for other media. Behind the agency's growth was new business including a $20-million Ford parts and service account, a $37-million Chesebrough-Ponds account, and a $12 million account with Beecham. O&M went from $600.4 million in television billings in 1986 to $650 million in 1987; from $80 million in radio billings in 1986 to $81 million in 1987, and from $8.5 million in cable billings in 1986 to $25 million in 1987.

Hal Riney & Partners

Hal Riney & Partners had broadcast/cable billings totaling $135 million in 1987, comprising 70% of that agency's billings. The bulk of those billings were in television, which accounted for all but $5 million of the agency's broadcast/cable total. Of that television spending, $80 million went into network and $50 million was in spot. Riney put $4 million of its clients' money into radio and another $1 million into cable. Those clients include Alamo Rent-A-Car, Peachtree Door Co., Blue Cross/Blue Shield National Association, Perrier Inc., Bob Evans Farms and the Chicago Tribune Co.

Rosenfeld, Sirowitz, Humphrey & Strauss

Broadcast spending in 1987 at Rosenfeld, Sirowitz, Humphrey & Stauss showed a modest increase of 2% over figures from 1986. Seventy percent of the agency's billings were accounted for by broadcast with combined TV spending of $65 million, radio (spot only) of $2 million and cable of $1 million. Major accounts include Delta, Bain de Soleil (new), Block Drug, Playtex, Swatch (new) and Luzianne. One broadcast account, Charles Of The Ritz (Forever Krystle and Opium) resigned.

Saatchi & Saatchi DFS

The agency's domestic broadcast-cable billings last year dipped slightly (1.7%) from the combined billings of DFS Dorland and Saatchi & Saatchi Compton in 1986—Saatchi & Saatchi Co. PLC purchased Dancer Fitzgerald Sample (DFS) in 1986—to $1.16 billion (BROADCASTING, Feb. 16, 1987). Television billings (including cable spending) came to $1.1 billion and radio billings totaled $61.6 million. Network television accounted for $697.2 million and

spot for $372.7 million. On the radio side, network pulled $17 million and spot $44.6 million. Cable billings, meanwhile, reached $31.1 million. The combined broadcast-cable billings of Saatchi & Saatchi DFS represent 77.5% of the agency's total domestic billings.

Among accounts gained in 1987, through Saatchi & Saatchi's New York office (known domestically as Saatchi & Saatchi DFS Compton), are CPC International (Hellman's mayonnaise), Sara Lee Corp., Isotoner hosiery, Reuters, General Mills (Betty Crocker's fruit roll-ups and pudding roll-ups), Tyson Foods and Chevron Chemical Co. (through the agency's San Francisco office).

Accounts resigned during the past year include RC Cola, American Home Products, Cadbury Schweppes, Jeffrey Martin, US Healthcare, Luden's, BVD division of Union Underwear and Thompson Medical.

Scali, McCabe, Sloves

Combined broadcast billings for this agency came to $129 million in 1987, off 33% from the previous year. The agency said its television billings were off 30% to $117 million ($75 million network and $42 million spot). Its radio billings came to $12 million ($1.5 network and $10.5 million spot), compared to $36.8 million in 1986.

Tatham-Laird & Kudner

At Tatham-Laird & Kudner, radio, TV and cable billings increased 5% overall from 1986 to $106.9 million in 1987. Most of the growth can be traced to cable, which showed a 35% increase to $5.9 million. TV and radio came in at $89 million and $12 million respectively.

TBWA Advertising

TBWA Advertising Inc. had broadcast/cable billings of $71.3 million in 1987, representing just over half of that agency's total billings. The majority of that $71.3 million was spent on television, with the company placing $53.3 million in spot and $7.6 million in network. Another $1.3 million was spent on cable and $10.1 million was spent on radio, all of that in spot. Major TBWA clients include Anheuser-Busch's Eagle snacks, Acura and Chock Full O' Nuts.

J. Walter Thompson USA, Inc.

Last year's second place agency in billings falls to fifth place this year with a drop of $247.3 million in billings ($1.120 billion in 1986 compared to $962.7 million in 1987), or a fall of 21%. Leading the way in JWT's bad news was the loss of the $200 million Burger King account, which was reassigned to N.W. Ayer in the largest account switch in advertising agency history. Among broadcast media, JWT's billings slide amounted to a $241.1 million fall in television ($1.116 billion in 1986, compared to $874.9 million in 1987), while in radio it grew by $13.8 million (from $74 million in 1986 to $87.8 million in 1987). For cable, the agency reported $20 million in billings in 1986. In 1987, however, JWT reported no cable billings activity. In terms of their part of the overall media mix at JWT, broadcast advertising fell from 70% of the agency's billings in 1985, to 59% of billings in 1986.

Tracy-Locke

Tracy-Locke said that its combined broadcast and cable billings were up about 3% in 1987, totaling $216.1 million. Television billings for the agency totaled $178.7 million ($35.2 million for network, $143.5 million for spot), while its radio billings came to $35.4 million ($3.5 million network, $31.9 million spot). The company reported cable billings of $2 million.

Warwick Advertising

Warwick Advertising increased its billings by 35% in 1987 for a combined radio and TV total of $101.6 million. Sixty-five percent of the agency's total domestic billing came from TV with 4% each going to radio and cable. Calvin Cooler (wine coolers) was the only account resigned during the year with BVD, Crossland Savings bank and Schumacher (fabric company) being added. Other major accounts are Sterling Drug, Crafted With Pride in USA Council, Van Munching (Heineken, Amstel), Crossland and CPC (Rit dye).

Wells, Rich, Greene

Wells, Rich, Greene saw broadcast billings rise 11% in 1987. Fueling that growth was an increase of almost $30 million in television billings, which helped compensate for slight declines in radio and cable. The majority of the new TV billings were spent on network buys. The broadcasting percentage of WRG's billings remained at 59% in 1987.

Young & Rubicam

Despite the merger activity in the agency business that has created a formidable new second place agency in Saatchi & Saatchi DFS, Y&R remained an imposing number-one in 1987 in broadcast billings with $1.798 billion. That represents an increase of $200 million over 1986, returning the agency to double digit broadcast billings growth (12.5%) after 1986's 5.4% growth. All of that contributed to what the privately held agency said was another year of record income, and a year in which it said it "didn't buy billings. We grew on our own." Y&R's total broadcast billings also increased the margin of its first-place finish. In 1986 it billed $388 million more than second-place J. Walter Thompson. And 1987's $1.798 billion in broadcast-cable billings gives it $638 million more in billings than second-place Saatchi & Saatchi DFS.The $200-million broadcast-cable billings increase for Y&R came from $161 million more in television billings (mainly spot), to bring television to $1.624 billion; $32 million more in radio billings (also mainly in spot), to bring it to $123 million, and $7 million more in cable, to bring it to $51 million.

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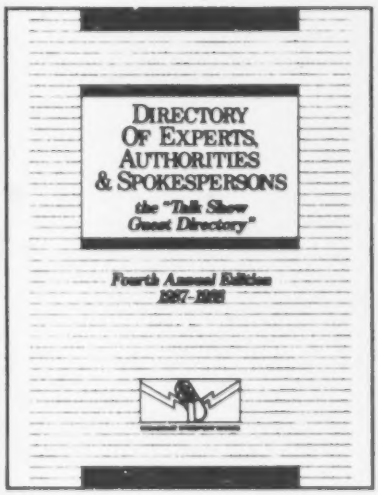

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vice's policy of airing unedited, uncut and uncolorized movies without commercial interruptions. "We respect the artistic integrity of the film director," said McEnroe. AMC, which has 10 million subscribers, expects to have 15 million by year's end, said McEnroe, evidence, she added, that audiences want to see films as they were made.

The chief exhibitor of colorized movies has been Turner Broadcasting Systems, which is systematically colorizing a number of films from the film library Turner bought from MGM. Two weeks ago Turner announced that several more colorized films will make their premiere on his new network, Turner Network Television, and on his WTBS(TV) Atlanta later this year. They include "Casablanca," "David Copperfield," "Key Largo" and "Somebody Up There Likes Me."

Turner told a southern California cable audience, when he announced those films' premieres, that most people "would rather see programing in color than black and white. [Steven] Spielberg and [George] Lucas can do whatever they want to with their movies, and I ought to be able to do whatever I want to with our movies." Lucas and Spielberg were among Hollywood directors who testified against colorization in a Hill hearing earlier this year.

Stewart and Lancaster appeared last Tuesday on *Larry King Live* on the Cable News Network, owned by TBS.

Although the actors and DGA acknowledged the odds were against them, they vowed to continue the fight. Silverstein paraphrased a line from the black-and-white Jimmy Stewart film, "Mr. Smith Goes to Washington." "Lost causes," he said "are the only ones worth fighting for." □

BBC head calls for greater emphasis on programing

Checkland says service should not have 'finger in every new pie,' but does want to supply filling

The British Broadcasting Corp. must renew its traditional emphasis on program making and remain on the sidelines in the development of new media in Europe, according to the BBC's new director-general, Michael Checkland, who spoke before an Academy of Television Arts and Sciences luncheon in Los Angeles last Monday, March 14.

Checkland, who took over as head of the noncommercial broadcaster last year, said: "The new BBC has opened its doors to the real world and to the changing landscape of broadcasting, and accepted the economic and competitive realities. Clearly, we intend to remain the major broadcaster in the United Kingdom and across radio and television, but we no longer wish to have a 'finger in every new pie.' "

Despite the development in Britain and throughout Europe of the delivery technologies of satellite, cable and new terrestrial services, Checkland said: "The BBC has no intention of becoming directly involved ...neither in their management nor in their financing."

The company is "keen," however, to act as a program supplier to the new services, Checkland said, and it already sells programs to a European satellite service, Super Channel, and the Arts & Entertainment channel in the U.S. and expects to be a supplier for the soon-to-be launched European Broadcasting Union Eurosport channel.

Checkland, who praised some American programing now airing in the U.K., including *Cagney and Lacey*, *M*A*S*H* and *Dallas*, also said that while the BBC now produces some 12,000 hours of TV programs a year, it is moving to make more use of independently produced shows, and will provide some $45 million to help fund the 600 hours of independent programing it plans to air by 1991.

The BBC whose public funding is now tied to a retail price index, is also looking for ways to expand its supplemental revenue. For instance, the company hopes to double revenue and profits by 1991 for its program syndication arm, BBC Enterprises, which is already growing more active in the U.S. market. Checkland said the company also began recently to lease off-air, late-night hours on its BBC-2 service to specialized information services for recording on home VCR's.

At the same time, the organization, which has a staff of more than 29,000, is looking to cut back that number by at least 5% over the next five years.

Other areas must also remain a lower priority, Checkland said. "I cannot see the BBC being able to provide money for high-definition [TV] production in the forseeable future," he said, "and I am long sighted. However, as a major program seller, the BBC would not want to be unable to provide high-definition programs in the long term if the consumers in America and elsewhere demanded them."

Week 25: NBC takes prime, CBS takes evening news

Nielsen	□	Net	□	Show	□	AGB
1.	25.6/40	N		Cosby Show	1.	26.5/41
2.	24.9/38	N		Cheers	3.	24.4/37
3.	23.9/36	N		Different World	4.	23.6/35
4.	22.7/35	N		Night Court	6.	22.0/34
5.	21.4/36	N		Golden Girls	2.	24.7/39
6.	21.2/32	C		Murder, She Wrote	5.	22.1/33
7.	20.1/31	C		People's Choice Awards	12.	18.4/30
8.	20.0/32	A		Growing Pains	15.	17.7/28
9.	20.0/34	C		60 Minutes	8.	20.6/34
10.	19.5/31	N		Aaron's Way Special *	7.	21.2/33
11.	19.4/31	A		Head of the Class	20.	16.3/25
12.	18.9/30	N		NBC Monday Movie	16.	17.3/29
13.	18.5/29	N		ALF	10.	19.2/30
14.	18.4/29	A		ABC Sunday Movie	22.	15.7/26
15.	18.2/32	N		Amen	9.	20.2/34
16.	17.8/28	A		Who's the Boss?	14.	17.7/27
17.	17.6/28	N		Matlock Special	13.	17.9/28
18.	17.4/32	N		Hunter	17.	17.0/31
19.	17.2/30	C		Knots Landing	26.	15.0/26
20.	16.6/25	N		Valerie's Family	18.	16.9/26
21.	16.3/25	C		Newhart	19.	16.6/25
22.	15.9/24	N		Family Ties	11.	18.5/28
23.	15.7/27	N		L.A. Law	24.	15.4/27
24.	15.3/26	C		Dallas	21.	15.8/26
25.	15.2/25	C		CBS Special Movie (Wed.)	27.	14.8/24
26.	14.4/21	N		Day by Day	25.	15.0/22
27.	14.4/25	N		227	23.	15.6/25
28.	14.2/23	A		ABC Monday Movie	41.	12.4/21
29.	13.6/23	N		Miami Vice	35.	13.0/22
30.	13.5/24	N		Facts of Life	30.	13.7/22
31.	13.2/20	A		Hooperman	42.	12.3/19
32.	13.2/20	C		Designing Women	35.	13.0/20
33.	13.0/20	A		MacGyver	47.	10.5/16
34.	12.9/20	C		48 Hours	44.	11.9/18
35.	12.7/20	C		Kate and Allie	31.	13.4/21
36.	12.6/22	A		Perfect Strangers	34.	13.0/22
37.	12.5/20	A		20/20	29.	14.2/25
38.	12.4/21	A		Full House	40.	12.4/21
39.	12.4/22	C		Magic/David Copperfield	28.	14.4/23
40.	12.3/21	A		Dynasty	51.	10.1/18
41.	12.1/18	A		Supercarrier	46.	10.5/16
42.	12.1/22	C		Falcon Crest	37.	12.6/22
43.	11.9/19	C		Frank's Place	43.	12.0/19
44.	11.9/18	N		NBC Sunday Movie	38.	12.5/20
45.	11.7/21	N		Sonny Spoon Detective	49.	10.3/18
46.	11.7/20	N		Highwayman	32.	13.3/22
47.	11.6/22	C		Cagney and Lacey	33.	13.1/25
48.	10.7/17	A		Slap Maxwell Story	55.	9.2/14
49.	10.3/16	C		Simon and Simon	46.	10.4/16
50.	10.3/17	N		Our House	39.	12.5/20
51.	9.8/16	A		Mr. Belvedere	52.	9.8/16
52.	9.8/17	A		Dolly	50.	10.2/16
53.	8.5/16	N		Year in the Life	45.	10.6/19
54.	9.4/16	C		Beauty and the Beast	53.	9.4/16
55.	9.0/16	C		Tour of Duty	59.	8.2/13
56.	8.8/15	A		Disney Sunday Movie	56.	8.8/14
57.	8.7/16	A		Spenser: For Hire	57.	8.7/16
58.	8.5/16	N		Decision '88: Super Tues.	58.	8.3/16
59.	8.2/13	A		Probe *	54.	9.3/14
60.	8.2/14	A		Buck James	66.	7.2/13
61.	8.1/14	A		Ohara	61.	8.0/13
62.	7.9/15	C		West 57th	60.	8.0/15
63.	7.5/12	A		Hotel	62.	7.8/12
64.	7.2/12	A		'88 Vote: Super Tuesday	63.	7.7/13
65.	7.2/12	C		B. Manilow: Swing Street	67.	6.6/12
66.	6.6/11	A		Thorns	65.	7.3/12
67.	5.7/9	C		Campaign '88: Super Tues.	64.	7.3/12
68.	4.4/7	C		Redeye Express	68.	5.0/8

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offices in New York and Nashville.

David Ochoa, a former cable operator and communications executive with the Methodist Church, will be chief executive officer and general manager of VISN.

First for TNT

Jones Intercable has become the first large multiple system operator to sign for Turner Broadcasting System's new service, Turner Network Television, which will begin Oct. 3. Jones said it will launch TNT in its 950,000 homes nationwide on that date. Other

signings last week included Galaxy Cablevision (44,000 homes), Prestige Cable (46,000 homes) and 85% of Cardinal Communications systems, which in total serve 58,000 homes.

Shown above are Jones Intercable President Glenn Jones and Turner Cable Network Sales President Terence McGuirk, sealing the deal.

Cable concentration

Nielsen said cable penetration reached 51.1% in February, totaling 45,480,100 households. Palm Springs, Calif., continued to be the most heavily cabled market, with penetration at 87%. To date, cable penetration has reached 40% in 17 of the top 20 markets, with the three cities below 40%—Chicago, Dallas-Fort Worth and Washington—close to that figure. Pittsburgh, at 63.6%, remains the most heavily cabled city in the top 20. A list of those markets, their penetration percentages and household totals follows:

1. New York (43.2%)	2,969,350
2. Los Angeles (41.2%)	1,915,420
3. Chicago (38.0%)	1,168,530
4. Philadelphia (51.6%)	1,331,850
5. S.F.-Oakland (54.5%)	1,168,660
6. Boston (59.6%)	1,230,570
7. Detroit (43.7%)	734,370
8. Dallas-Fort Worth (39.6%)	651,530
9. Washington (39.8%)	642,210
10. Houston (43.7%)	633,610
11. Cleveland-Akron (48.8%)	706,470
12. Minneapolis (40.5%)	511,550
13. Atlanta (45.8%)	578,600
14. Tampa-St. Petersburg (53.7%)	659,770
15. Seattle-Tacoma (59.6%)	730,280
16. Miami-Fort Lauder. (53.3%)	639,930
17. Pittsburgh (63.6%)	750,790
18. St. Louis (41.1%)	436,080
19. Denver (46.8%)	471,610
20. Phoenix (43.3%)	406,290

Satellite incentive

Viacom Satellite Networks announced a dealer's incentive program designed to award home satellite dish dealers with benefits for increased sales of VSN subscriptions. VSN's package is modeled on the airlines' frequent flyer programs, with a two-tiered benefits structure.

Dealers with 15 annual phone-in subscriptions make the "A" list, affording them the opportunity to purchase a VideoCipher II decoder for $339, which VSN says is $20 off the wholesale price, for each subscription sold. Dealers also receive a 10% discount on Showtime/The Movie Channel premiums shipped to the dealer, free monthly program guides, additional purchase materials and are eligible for prizes in a monthly drawing.

Those dealers hitting the 20 subscriber level yearly make the "Preferred" list, gaining all the "A" list benefits, plus a $45 rebate for each subscription sold to Showtime/The Movie Channel, an $8 rebate on a Playboy subscription when phoned in with a Showtime/TMC subscription and targeted local public relations materials.

ACE's and papers

Continental Cablevision took top honors for the most nominations in the 10th annual system ACE award competition sponsored by the National Cable Television Association. Of the 167 nominees, Continental took home 23, Cablevision Systems 19, American Television & Communications 15 and Cox Cable 14.

Among individual systems, the TKR Tri-System in Warren, N.J., took top honors with seven nominations, while Cablevision Systems of Connecticut and Suburban Cablevision of New Jersey had six each. The finalists in the overall commitment category for systems larger than 30,000 subscribers are Continental Cablevision of Cook county, Ill.; Dynamic Cablevision of Hialeah, Fla.; Media General of Fairfax, Va.; Suburban Cablevision of East Orange, N.J., and Viacom Cablevision of Long Island, N.Y.

The nominees in the small system category are Cablevision of Brookline, Mass.; Maclean Hunter Cable of Garden City, Mich.; Paragon Cable of Irving, Tex.; Sunflower Cablevision of Lawrence, Kan., and Tele-Communications Inc. of Skokie, Ill.

Final judging will take place this week, with the winners announced at the NCTA convention on May 2 in Los Angeles.

NCTA also announced the winning entries in its management paper competition, which will be featured at a panel session on May 1 at the NCTA show.

They are: small-market classic systems: James Kingsdale, Paradigm Alabama Cablevision, Guin, Ala., and Jon Scott, ATC, Coronado, Calif.

Large-market classic systems (pre-1976): Jack Olson, Adelphia Cable, Niagara Falls, N.Y.

Established urban-suburban systems (launched between 1976-79): Michael

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■ Mammoth Springs, AR, KAMS, 95.1 mhz—Mar. 9-Application (BPH870206IJ) granted for CP to make changes: TL: 1 mi S of Mammoth Springs, AR; ERP: 100 kw (H&V); HAAT: 650 feet; 36 28 38N 91 33 33W.

■ St. Petersburg, FL, WFTI, 91.7 mhz—Mar. 4-Application (BPH861230JZ) granted for mod of CP to make changes TL: 360 Central Ave., St. Petersburg, FL; HAAT: 86 m.; 27 46 15N 82 38 19W.

Actions

FCC Actions

■ Garden City, NY—Approved a settlement agreement between Phoenix Media Corporation and Long Island Radio Communications, Inc. concerning interim authority to operate WLIR-FM at Garden City. (MM Dockets 84-36, 84-38 by Order [FCC 88-43] adopted Feb. 29 by the Commission).

■ Second report on inquiry into scrambling of satellite TV signals and access to those signals by owners of home satellite dish antennas (Gen. Docket 86-336 by Second Report [FCC 88-67] adopted Feb. 25 by the Commission).

■ Little Rock, AR—Denied Capital Communications Corp. review of a Review Board decision granting Leininger-Geddes Partnership a TV station at Little Rock. (MM Docket 85-361 by Order [FCC 88-84] adopted Feb. 29 by the Commission).

■ Sparks, NV—Remanded to the Presiding ALJ a case involving the mutually exclusive applications of Comstock Broadcasters, Inc. and Pepper Schultz for an FM station on Channel 221A (92.1 MHz) at Sparks. (MM Dockets 83-1206-07 by MO&O [FCC 88-85] adopted Feb. 29 by the Commission).

■ Garland D. Moser—Upheld staff's denial of Moser's request under the FOIA for inspection of certain documents withheld to protect FCC sources. (By Order [FCC 88-88] adopted Mar. 1 by the Commission).

■ Harry Steven Davoust—Upheld staff's denial of Davoust's request for documents under the FOIA in which he had been named in complaints. (By Order [FCC 88-89] adopted Mar. 1 by the Commission).

■ FCC shortens public inspection file retention period—MM Docket 87-100 (Report DC-1119, Action in Docket Case) Reduced the period that broadcast licensees must keep applications, ownership reports and various supporting documents comprising their public file to one license term or until grant of the first renewal application, whichever is later. Action by the Commission Mar. 8 by R&O (FCC 88-98).

■ TV technical and operational rules streamlining proposed—MM Docket 88-114 (Report DC-1122, Action in Docket Case) Proposed changing Technical and operational requirements of Subpart E of Part 73 to delete any regulations that are unduly burdensome, outdated or unneeded. Action by the Commission Mar. 9 by NPRM (FCC 88-100).

■ FCC proposes to amend rules concerning downgrading FM allotment to a lower class—MM DOCKET 88-118 (Report DC-1124, Action in Docket Case) Proposed downgrading an FM allotment to a lower class by permitting an applicant to file only an application without having to first file a petition for rulemaking, as required by current rules. Action by the Commission Mar. 11 by NPRM (FCC 88-103).

■ FCC upholds denial of East Texas' request for extensions of time to build TV stations (Report MM-312, Mass Media Action)—Upheld staff action denying East Texas Television Network, Inc. extensions of time to build TV stations in Denison, Paris and Nacogdoches, TX, and returning its applications to modify those stations' facilities. Action by the Commission Mar. 11 by Order (FCC 88-105).

■ Review denied in Neptune Beach/Green Cove Springs, FL, FM channel reallotment (Report MM-313, Mass Media Action) Affirmed an Mass Media Bureau action returning a rulemaking proposal filed by Willis and Sons, Inc. to reallocate Channel 224A (92.7 MHz) from Green Cove Springs to Neptune Beach, FL, and modify its license for WSVE(FM) to specify Neptune Beach. Action by the Commission Mar. 11 by MO&O (FCC 88-106).

■ FCC upholds dismissal of proposal to allot FM channel 258B to Santa Isabel, PR—MM Docket 85211 (Report DC-1118, Action in Docket Case) Upheld dismissal of proposal to allot FM Channel 258B (99.5 MHz) to Santa Isabel, PR, over the objections of Pablo Rodriguez and Amor Family Broadcasting Group.

Staff Actions

■ Mobile, AL—Designated for hearing applications of Evangel Christian School, Inc. and Goforth Media for a noncommercial FM station on Channel 203 (88.5 MHz) at Mobile. (MM Docket 88-87 by Order [DA 88-264] adopted Feb. 18 by the Chief, Audio Services Division, Mass Media Bureau).

■ Holmes Beach, FL—Designated for hearing 21 applications for an FM station on Channel 254A (98.7 MHz) at Holmes Beach. (MM Docket 88-85 by Order [DA 88-258] adopted Feb. 17 by the Chief, Audio Services Division).

■ Berea, KY—Designated for hearing applications of Richard L. Plessinger, Sr., Berea Broadcasting Co., Inc., Bradley Scott Park, The Wallace Co., and Mary R. McGill for an FM station on Channel 294A (106.7 MHz) at Berea. (MM Docket 88-88 by Order [DA 88-252] adopted Feb. 17 by the Chief, Audio Services Division).

■ Fairhaven, MA—Designated for hearing five mutually exclusive applications for an FM station on Channel 296A (107.1 MHz) at Fairhaven. (MM Docket 88-89 by Order [DA 88-254] adopted Feb. 19 by the Chief, Audio Services Division, Mass Media Bureau).

■ Thief River Falls, MN—Designated for hearing the applications of Thief River Radio and Rital Cole for an FM station on Channel 274C1 (102.7 MHz at Thief River. (MM Docket 88-90 by Order [DA 88-269] adopted Feb. 19 by the Chief, Audio Services Division).

■ Huron, OH—Designated for hearing nine applications for an FM station on Channel 241A (96.1 MHz) at Huron. (MM Docket 88-86 by Order [DA 88-260] adopted Feb. 17 by the Chief, Audio Services Division).

Review Board Action

■ Abilene, TX—Granted request by Vince Lee Broadcasting Ltd. to withdraw its appeal from the ALJ's ruling denying its petition to intervene in this proceeding for an FM station on Channel 292A (106.3 MHz) at Abilene. (MM Docket 87-247 by Order [FCC 88R-14] adopted Feb. 25 by the Review Board.

ALJ Actions

■ Janesville, WI—Granted Tri-M Communications, Ltd. a CP for a TV station on Channel 57 at Janesville. (MM Docket 87-290 by Summary Decision [FCC 88D-7] adopted Feb. 29 by ALJ Joseph Chachkin).

■ Destin, FL—Granted Emerald Coast Broadcasting a CP for a TV station at Destin. (MM Docket 87488 by Summary Decision [FCC 88D-8] issued Mar. 2 by ALJ Richard L. Sippel).

Call Letters

Applications

Call	Sought by
New FM	
WVMM	Messiah College, Grantham, PA
Existing AM	
KYCR	KUXL Marsh Broadcasting Corp., Golden Valley, MN
Existing FM	
KLZX	KLTQ-FM Citadel Associates, L.P., Salt Lake City, UT

Grants

Call	Sought by
New AM's	
KGBV	Georgia Broadcasters, Lithia Springs, CA
KHPY	Delbert L. Van Voorhis, Yucaipa, CA
WJEX	Jerry J. Collins, Syracuse, NY
WMIY	Michael Glinter, Fairview, NC
WKMP	Rocky Mount Radio, Rocky Mount, NC
WFLU	Michael B. Glinter, Florence, SC
WPGP	Pendleton Broadcasting, Pendleton, SC
WDAW	Daniel S. Lee, Haymarket, VA
WREH	Reston Community Broadcasting, Inc., Reston, VA
New FM's	
KTJB	Torjaq Radio, Inc., White Rock, NM
KOPE	Medford Judeo-Christian Outreach, Inc., Medford, OR
KGIM-FM	Alrox, Inc., Aberdeen, SC
KCEI	Caprock Educational Broadcasting Fndtn, Lubbock, TX
New TV's	
WTSU-TV	Troy State Univ System, Montgomery, AL
WSDW	Samuel Durwood Judah, Sr., Ozark, AL
WHSG	Monroe Television, Inc., Monroe, GA
KHIK	King Broadcasting Co., Hilo, HI
WMHH	Madisonville Media, Inc., Madisonville, KY
WJRP	John R. Powley, Presque Isle, ME
KRBR	Robin C. Brandt, Duluth, MN
WJAE	Jacksonville Broadcasting Co., Jacksonville, NC
KCVF	Cascade Video of Oregon, Ltd., Portland, OR
Existing AM's	
WGYJ	WIZD Keymarket Gulf Coast, Inc., Atmore, AL
WHYS	WWWQ Asti Broadcasting Corp., Fort Myers, FL
WBXT	WTOF Midwest General Telecommunications, Inc., Canton, OH
KRAF	KVYL Creech Livingston and Hill Co's., Holdenville, OK
KZRC	KRKX 1010 Broadcasting, Inc., Milwaukee, OR
WTOO	WRAQ Asheville Broadcasting Co., Asheville, NC
WJHB	WNFO Bledsoe Broadcasting Corp., Fair Bluff, NC
Existing FM's	
WLOR	WHMJ Thomasville Radio, Inc., Thomasville, GA
KOMJ	KJAN-FM Nishna Valley Broadcasting, Inc., Atlantic, IA
WJMY	WMVE Mary Verkest, Baraga, MI
Existing TV	
WKZT-TV	WKZT Kentucky Authority for Educational TV, Elizabethtown, KY

Summary of broadcasting
as of Feb 29, 1988

Service	On Air	CP's	Total *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses